

B2B STRATEGY DECISION MAKERS PERMISSION BASED EMAIL LIST

Business to Business

FILE DESCRIPTION

This file consists of business professionals who responded to offers for education, books, and white papers, as well as tradeshow attendees with functional roles in market research, customer intelligence, customer experience, voice of the customer, feedback, HR, analytics, surveys and marketing in many industries.

Most responders are C-Level/High-Level Executives who are making corporate, Marketing, PR, and Customer Service Management decisions. Reaching these high-level decision makers will give your product or service the best visibility.

FILE BREAKDOWN

212,451	Universe	
148,276	At Postal Address	\$150.00/M
192,293	At Email Address	\$250.00/M
126,684	At Telephone Number	+\$40.00/M
137,225	At Telephone Number and Email Address	\$290.00/M

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F

EMAIL BROADCAST CHARGES

Email Address	\$250.00/M
Splits – First Pair	\$100.00/F
Each Additional	\$75.00/F
Suppression File	\$5.00/M or \$150 min.
Test – First Two	No Charge
Each Additional	\$100.00/F
Transmission Fee	\$40.00/M *

*No Additional Fee for HTML

SELECTIONS AVAILABLE

Job Titles	\$10.00/M
KeyCode	\$2.00/M
Run Charges	\$10.00/M
Telephones	\$40.00/M
Zip/SCF/State	\$10.00/M

TITLE CODES

C-Level Executives	24,117
Senior/VP Marketing Management	30,418
Senior/VP Human Resources	13,335
Senior/ VP Operations	6,344
Senior/VP Information Technology	17,187
Senior/VP Customer Service	4,888
Senior/VP Purchasing	8,904

Postal, Telephone, Email

PROFILE

GENDER:
60% Male
35% Female

SOURCE

100% Direct Response

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

For more information, contact:

Wendy Harwood

Email wharwood@a-names.com

Phone 801.235.8061 ext. 210

Fax 801.764.0613

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Updated: Quarterly

Names Thru: December 2011

Next Update: April 2012



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774 South 400 East · Orem, UT 84097
Toll Free 1.800.434.1851 · **Fax** 801.764.0613
Email info@americannameservices.com
Web www.americannameservices.com

